

Candidates have choices.

So do you.



Good government begins with you
Know the issues • Carefully evaluate candidates • Vote!
www.VoteEthics.org



**A public education message from the
City of Santa Clara**
Living our values • Building public trust



Which candidates share your values, earn your trust?

- **Honesty** – Do they tell the truth about themselves and opponents? Have they clearly explained their priorities?
 - **Respect** – Do they treat all other candidates, the public, and the City with dignity and respect? Do they listen and show high regard for what the public thinks?
 - **Fairness** – Do they debate the issues fairly, with no personal attacks and no attempt to mislead or confuse voters? Will they represent the best interests of everyone in the City without fear or favor?
 - **Transparency** – Do they disclose who is supporting their campaign with donations, endorsements and volunteer efforts? Are they committed to open government and full disclosure?
- **Debate** – Do they point out differences between themselves and opponents that are relevant to the political office? Do they recognize that good ideas can come from anyone, even people who disagree with them?
 - **Honor** – Do they publicly and forcefully criticize unfair, dishonest or disrespectful attacks on other candidates from any individual or group?
 - **Public trust** – Do they give you the information you need to elect a Council you trust? Are they good role models for the City's Code of Ethics & Values? Do you trust them to work at their best for everyone's best interests?

Be a more savvy voter

Read – Review the political mailers sent by candidates to learn about their qualifications and views on the issues, or go to the League of Women Voters website, www.SmartVoter.org, to see a summary of how they describe themselves.

Listen – Watch the first Candidates Forum anytime at www.VoteEthics.org and tune in to Cable Channel 15 on Monday, Nov. 1, 7 p.m. to hear candidates “set the record straight” on “The Final Word Forum.”

Vote – You can request a Vote By Mail ballot from the Registrar of Voters until Oct. 26, or go to the polls in person on Election Day, Tuesday, Nov. 2, between 7 a.m. and 8 p.m. Every vote counts! Your vote counts!

Questions? Contact the Santa Clara City Clerk's Office at 408-615-2220.

City of Santa Clara
1500 Warburton Ave.
Santa Clara, CA 95050

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**Good government
begins at the
ballot box**

To find out about ethical campaigning and how to evaluate candidate ethics www.VoteEthics.org

To find out about campaign donors and expenditures
www.SantaClaraCampaignDollars.org

To find out about voter registration, mail-in ballots,
poll locations www.sccvote.org